

The #1 trusted and respected  
source for housing.

**2016**  
**ANNUAL**  
**REPORT**



**MASTER BUILDERS**  
**ASSOCIATION**  
*of King and Snohomish Counties*

# A YEAR OF BUILDING SYNERGY



**JOSEPH IRONS**  
2016 PRESIDENT  
MASTER BUILDERS ASSOCIATION



**SHANNON AFFHOLTER**  
EXECUTIVE DIRECTOR  
MASTER BUILDERS ASSOCIATION

## How many 108-year-olds do you know as active as we are?

The Master Builders Association of King and Snohomish Counties has always been at the forefront of innovation. Historically, our members have been and remain dedicated industry leaders with fortitude, innovation, and commitment in the face of constant change. Throughout our region's incredible transformation, we are proud to have remained the most influential residential home builders association in the nation.

2016 was the year of building synergy together. Collectively, we built upon and further strengthened our strategic priorities of Housing Advocacy, Industry Image, Membership Value, and Financial Stewardship. These priorities continue to provide the impetus that allows us to guide our industry; as individuals and team members, as advocates of government policy and community outreach, and as builders and remodelers at the forefront of the continued success of our great region.

Because of our pioneering spirit—going strong since 1909—today we are proud to be the number one trusted and respected source for housing.

We will rise to the challenges our growing, prosperous region presents as we always have, with strength and conviction, propelled by the hopes and dreams of every person who chooses to call this place home. That's the responsibility and trust that comes with being the best. King and Snohomish counties depend on our capacity to do and be more, our industry thrives because of it, and we are better for it.

Let's keep the Puget Sound region one of the best places to live. For today.  
For tomorrow. Forever.

Two handwritten signatures in white ink. The first signature is on the left and the second is on the right.



# FINANCIAL STEWARDSHIP

**“Once again, the MBA Finance Department did an outstanding job budgeting and controlling expenses to ensure members’ funds reflected our core values and priorities with a high return on investment.”**

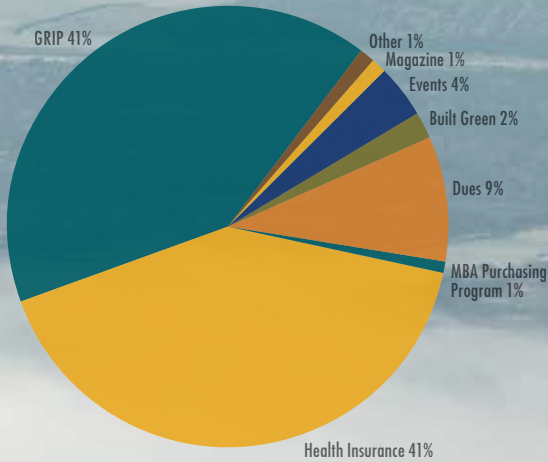
**PAUL BOGEL**  
HOMESTREET BANK  
2016 FINANCE COMMITTEE



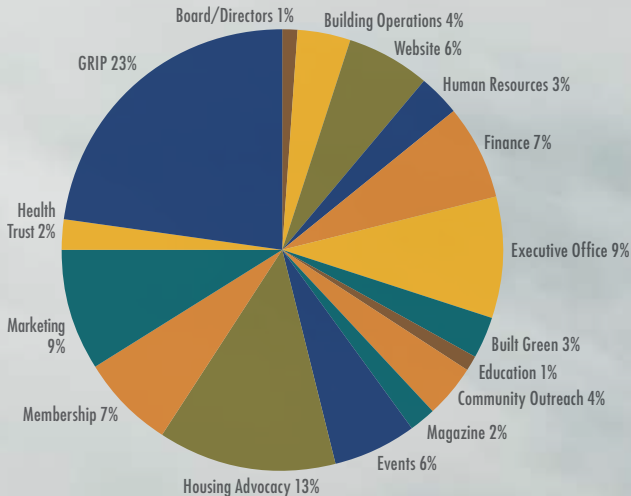
## \$3.8 million

revenue generated by the MBA Health Trust program

2016 Revenue by Source



2016 Expenses by Function



revenue  
2% over  
**budget**  
expenses  
4% below

## \$6.8 million

in GRIP refund checks to members

## 34.4%

increase from 2015

received an  
**unmodified (clean) audit**  
from independent audit firm

# INDUSTRY IMAGE



**"I've been blessed and been very lucky. I'm a home builder. I made it through the downturn because other people helped me, so now it's my goal to pay it forward and help others and enable them to succeed."**

**MARK HUBER**

HUBER'S CUSTOM BUILDING, INC.  
2016 SPIRIT OF SERVICE AWARD RECIPIENT

increase in social media for member news **20%**

**\$30K** in scholarships for construction education programs to 14 students

volunteer hours **6,530**

**70%** increase from 2015

a record **37**

Rampathon® ramps built

**20**

new company participants in community service projects

Built Green™ certified

**1,003** projects with 2,821 units

# HOUSING ADVOCACY



**"Our goal is to advocate on behalf of all builders at every level of government and to ensure that every individual and family who wants to call the Puget Sound region home, can."**

**BONNIE GEERS**  
QUADRANT HOMES  
2016 AFFORDABLE HOUSING COUNCIL CHAIR

# 82<sup>advocacy</sup> wins

tens of millions in member savings, and creation of new development opportunities

the Association and homebuilding industry won a

## decisive victory

in Seattle by overturning the city's qualifying lot design review ordinance

# 450

Housing Summit registrants

Primary Contacts Program and Affordable Housing Council outreach allowed MBA team and members to meet with more than

# 40

## state legislators

# successful defeats

Sammamish moratorium proposal, and mandatory fire sprinklers in Kirkland

# MEMBERSHIP VALUE



all-time high

# 85.6%

retention rate

3,700 visitors at expanded  
Remodeled Homes Tour

# 300%

increase  
from 2015

new members

of new  
members

# 458

33% also joined GRIP

10% also joined  
MBA Health Trust

education attendees

classes

# 140%

# 70%

increase  
from 2015

# 4.6

out  
of 5

member  
satisfaction  
survey average  
for MBA events

launched new website

# mbaks.com

**"I love being a member  
of the MBA! I always take  
advantage of the many features  
and benefits the MBA has to offer.  
Getting involved and building  
relationships within the MBA  
has meant so much to me."**

**LUELLEN SMITH**

RHINO WINE CELLARS & COOLING SYSTEMS  
2016 SANDY McADAMS WOMAN OF THE YEAR RECIPIENT

**“We look forward to elevating our influence at all levels of government and within the neighborhoods we build and call home. Our goal is to help our members and communities flourish so that they, in turn, can help our region do the same.”**

**MIKE WALSH**

TERRENE HOMES  
2017 PRESIDENT

**MBA STAFF**

**EXECUTIVE DIRECTOR** Shannon Affholter  
**EXECUTIVE ADMINISTRATOR** Sherri Estep

**ASSOCIATION PROGRAMS**

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**BUILT GREEN PROGRAM MANAGER** Leah Missik  
**BUILT GREEN COORDINATOR** Sadie July Normoyle  
**COMMUNITY STEWARDSHIP MANAGER** Michell Filleau-Maas  
**MEMBERSHIP MANAGER** Patrick Hayes  
**MEMBERSHIP SENIOR COORDINATOR** Marilyn Sippy  
**MEMBERSHIP PROGRAMS MANAGER** Eric Thomas  
**MEMBERSHIP EDUCATION COORDINATOR** Skylar O’Harrow  
**MEMBERSHIP SUPPORT & RECEPTIONIST** Yvonne Seah  
**PRODUCT MANAGER** Kevin McDaniel

**FINANCE**

**CONTRACT CHIEF FINANCIAL OFFICER** Jerry Heemstra  
**CONTROLLER** Tanya Tsybert  
**ACCOUNTANT, AP & PAYROLL** Ha Tran  
**STAFF ACCOUNTANT** Amber Snellgrove

**GOVERNMENT AFFAIRS**

**SENIOR DIRECTOR OF STRATEGY & POLICY** Nick Harper  
**SENIOR POLICY ANALYST** Allison Butcher  
**EXTERNAL RELATIONS MANAGER** Patricia Akiyama  
**KING COUNTY MANAGER** Jennifer Anderson  
**KING COUNTY MANAGER** David Hoffman  
**SNOHOMISH COUNTY MANAGER** Mike Pattison  
**SNOHOMISH COUNTY MANAGER** Angie Sievers

**INFORMATION SYSTEMS**

**DIRECTOR OF INFORMATION SYSTEMS** Janna Parry

**MARKETING**

**DIRECTOR OF MARKETING & EVENTS** Nancy Grygorowicz-Davis  
**BUSINESS DEVELOPMENT MANAGER** Levi Thomas  
**CONTENT SPECIALIST** Cameron Poague  
**EVENTS MANAGER** Gina Tucci  
**EVENTS COORDINATOR** Kari Sandell  
**EVENTS SPECIALIST** Katrina Peterson  
**MARKETING COMMUNICATIONS MANAGER** Liz Humphrey  
**MARKETING COORDINATOR** Liz VanBemmel  
**PUBLIC RELATIONS MANAGER** Sharon Coutts

**2016 OFFICERS**

**PRESIDENT** Joseph Irons, Irons Brothers Construction, Inc.  
**1ST VICE PRESIDENT** Mike Walsh, Terrene Homes  
**2ND VICE PRESIDENT** Erich Armbruster, Ashworth Homes  
**SECRETARY** Jayson Buechler, Housing Capital Company, a division of U.S. Bank  
**IMMEDIATE PAST PRESIDENT** Patrick McBride, PW McBride Contracting

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**ADVOCACY DIRECTOR** Bonnie Geers, Quadrant Homes  
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**BUILDER DIRECTOR** Keith Hammer, NW Investment Builders, LLC  
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**FINANCIAL DIRECTOR** Paul Bogel, HomeStreet Bank  
**MEMBER SERVICES DIRECTOR** Steve Cory, Fidelity National Title  
**MBA LEGAL ADVISOR** Duana Koloušková, Johns Monroe Mitsunaga and Koloušková

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**DEVELOPER BUILDER ISSUES COUNCIL** Chair, Darin Huseby, Sea Pac Homes  
**HOUSING POLICY COMMITTEE** Mike Walsh, Terrene Homes  
**MEMBERSHIP COUNCIL** Chair, Dennis Poppe, Builders Insurance Group  
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**REMODELERS COUNCIL** Chair, Sarah Henry, Gaspar’s Construction  
**RESIDENTIAL BUILDERS COUNCIL** Chair, Barbara Yarrington, MainVue Homes  
**SALES & MARKETING COUNCIL** Chair, Brenda Nunes, Keller Williams Eastside, Inc.  
**SEATTLE BUILDERS COUNCIL** Chair, Erich Armbruster, Ashworth Homes



**MASTER BUILDERS  
ASSOCIATION**  
*of King and Snohomish Counties*

335 116th Ave SE, Bellevue, WA 98004  
425.451.7920 🏠 info@mbaks.com

**mbaks.com**